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PICTURE OF  
PERFECT SMOKING PLEASURE  
*without smoking penalties*



*They know Philip Morris taste better—  
and are better for nose and throat!*

DO YOU  
INHALE?

ALL smokers do—sometimes. And *when* you inhale, there's added chance of irritation. So—choose your cigarette with care! Eminent doctors long ago reported that, compared with the strikingly contrasted Philip Morris: *four other leading cigarettes were found to average 235% more irritant—with irritant effects lasting more than five times as long!*\* So whether or not you knowingly inhale—

CALL FOR  
PHILIP MORRIS

America's  
Finest  
Cigarette



1003071181

Mark it urgent,  
Miss Priddy!

YOU CAN'T HELP  
INHALING—BUT  
*YOU CAN HELP YOUR THROAT!*

THAT'S right... *all* smokers sometimes inhale... knowingly or unknowingly. And inhaling *increases* the chance of irritation to sensitive nose and throat passages. But—see what eminent doctors found... on comparing the leading cigarettes! They report that:

THE SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITANT AS THE AMAZINGLY DIFFERENT PHILIP MORRIS — AN IRRITANT EFFECT WHICH LASTED MORE THAN FIVE TIMES AS LONG!

You can't avoid some inhaling—but you can avoid worry about your nose and throat... you can have true smoking pleasure without penalties—if you smoke Philip Morris!

CALL FOR  
PHILIP MORRIS



AMERICA'S FINEST  
CIGARETTE

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